

## VA AFFIRMATIVE MARKETING CERTIFICATION

To induce the Department of Veterans Affairs to act on any request submitted by or on behalf of the undersigned applicant for a master certificate of reasonable value on proposed or existing construction or for appraisals of individual existing housing, not previously occupied, the undersigned hereby agrees:

1. That neither the applicant nor anyone authorized to act for it will decline to show or sell any property included in such request to a prospective veteran purchaser because of his or her race, color, religion, sex or national origin;
2. To apprise minority and female veteran homebuyers of the availability of the housing offered by the applicant in conforming all advertising to the VA Advertising Guidelines for Fair Housing;
3. To maintain a nondiscriminatory hiring policy and provide all marketing staff with written instructions on and training in affirmative marketing techniques;
4. To prominently display the Equal Housing Opportunity poster in each place of business where the housing is offered for sale by the applicant;
5. To incorporate the equal housing opportunity logo, slogan or statement as outlined in the VA Advertising Guidelines for Fair Housing in all advertising, including outdoor signs, radio, television, newspaper and other printed materials;
6. That noncompliance with the foregoing requirements may constitute a basis for the Secretary to refuse to appraise properties with which the applicant is identified. The Secretary may also refuse to appraise where the applicant has been denied participation in HUD programs.



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SIGNATURE

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DATE

NAME (*Type or Print*)

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TITLE

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COMPANY

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ADDRESS OF COMPANY

**SEE REVERSE FOR VA ADVERTISING GUIDELINES FOR FAIR HOUSING**

## **U. S. DEPARTMENT OF VETERANS AFFAIRS**

### **ADVERTISING GUIDELINES FOR FAIR HOUSING**

Section 804(c) of Title VII of the Civil Rights Act of 1968, as amended, prohibits advertising housing for sale or rent in a manner that indicates a preference for or against potential homebuyers because of their race, color, religion, sex or national origin.

For persons engaged in or associated with advertising housing for sale or rent, the following guidelines are provided to assist in complying with the VA's affirmative marketing program.

1. All advertising or residential real estate for sale or rent will contain an Equal Housing Opportunity logo, slogan or statement as a means of advising the homeseeking public that the property is available to all persons regardless of race, color, religion, sex, or national origin.

a. Equal Housing Opportunity Logo:



If other logos are used in the advertisement, then should be of a size comparable to other logos.

the Equal Housing Opportunity logo

b. Equal Housing Opportunity Slogan:

**EQUAL HOUSING  
OPPORTUNITY**

c. Equal Housing Opportunity Statement: We are pledged to the letter and the spirit of the United States policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex or national origin.

2. If human models are used in display advertising campaigns, the models will be clearly definable as reasonably representing all potential homebuyers in the metropolitan area. Models, if used, will indicate to the general public that the housing is open to all without regard to race, color, religion, sex, or national origin.

3. It should be noted that selective use of these guidelines could be considered an effort to circumvent fair housing advertising, and thereby in noncompliance with Federal regulations. Selective use is defined as using the guidelines or the Equal Housing Opportunity logo or slogan only:

a. when advertising a particular housing development, and not another development with housing units also available for sale; or

b. in advertising media that reaches a limited or particular section of the community to the exclusion of other geographic sections within the same community.

4. In respect to classified newspaper advertising, it is not necessary to insert the logo, slogan or statement in each classified ad if the beginning of the real estate advertising section there appears a notice reading as follows:

“All real estate advertised in this newspaper is subject to the Federal Fair Housing Act of 1968, as amended, which makes it illegal to advertise ‘any preference, limitation, or discrimination based on race, color, religion, sex, or national origin, or an intention to make any such preference, limitation, or discrimination.’ This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis.”